



Halitron, Inc. (OTC Pink: HAON) Lands 425+ Store Retail Account – Audit & Up list to OTCQB

Halitron is forecasting year-over-year sales growth and cost reductions.

MIAMI, FLORIDA, USA, April 25, 2018 /EINPresswire.com/ -- (EmergingGrowth.com NewsWire) – EmergingGrowth.com, a leading independent small cap media portal with an extensive history of providing unparalleled content for the Emerging Growth markets and companies, reports on Halitron, Inc. (OTC Pink: HAON).



Halitron (OTC Pink: HAON) just announced that its portfolio company, [Hopp Companies](#), won a project with a major national retailer with over 425 [retail](#) stores.

Management is forecasting that the new project, which has already begun to ship, will have a projected positive impact on sales and gross margins for the fiscal year 2018. The product is a new supply product line for retail shelving that is internally manufactured.



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Halitron, Inc. (OTC Pink: HAON) Management

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Due to the competitive nature of the industry, Management has elected to keep the account name and any product line

descriptions confidential, but can report that to most families, its new retail account is a household name.

Halitron (OTC Pink: HAON) also announced additional shareholder updates as follows:

- Product Line Expansion. With the Xerox C75 Digital Press and the purchase and installation of the Ryobi 2 Color Press, Management is in the process of preparing to launch its marketing campaign whereby the team will begin cross-selling both printed and plastic point of purchase supplies to Hopp's 7,000 customer contacts and, in turn, the 130,000+ printed point of purchase customer contacts. The output of both machines has the capacity to produce millions of dollars in sales while leveraging the low-cost infrastructure that has been created to process the orders. Management is estimating a third quarter launch of these cross-selling opportunities.

- The Hopp Company Integration. Management is reconfirming that it will be exiting the New York facility by May 1, 2018; eight months early from the contracted lease obligation which was originally scheduled for December 31, 2018. The projected cost savings has become greater than anticipated.

These projected savings should improve cash flows which will be allocated towards the Company's stock buyback program, and growth initiatives throughout the business including accounting, sales, and marketing functions.

- Audit and Up List to OTCQB. Halitron has re-engaged Freidman LLP to complete the 2017 audit, which is one of the qualifying factors to up list to the OTCQB exchange. Friedman was previously engaged to provide audit work for the period ending September 30, 2016 and will continue to finalize the project through September 30, 2017 over the coming months. Management will be adding another accounting intern to help support the growing business as well as focus on completing the audit for the period ending September 30, 2017.

- Share Buy Back. Another requirement for the up list is a share price of \$0.01 or higher and the Company, as previously announced, is currently engaged in a share buyback program to help support increased share price. Management is forecasting increased purchases quarter-over-quarter based on projected increasing cash flows, as the New York facility is closed, and the Company reaps the benefits of reduced overhead. Forecasted increasing sales from the new product launch and cross-selling initiatives will also have a positive impact on this project.

- Tijuana, Mexico Manufacturing Facility. Since 2015, Management outlined a two-location footprint for the acquisition roll-up business model, whereby the target businesses would be acquired and then utilize the existing infrastructure. Management has targeted a 5,000 square foot facility and is arranging for the purchase of a broad range of manufacturing equipment and legally organizing a Mexican corporation to effect business. With the recent focus on the initiatives above, Management is forecasting for an early 2019 startup of this business initiative.

Halitron is forecasting year-over-year sales growth and cost reductions.

Highlights from Halitron, Inc.'s (OTC Pink: HAON) previous Press Release:

No Reverse Split Planned. As previously communicated July 11, 2017, Management does not anticipate a reverse split of the stock to achieve the increased share objective but rather is forecasting for increased sales along with future accretive acquisitions whereby the cash flow from operations can be utilized to buy the shares back in the open market.

Management has targeted a number of strategic and accretive acquisitions and is varying stages of negotiations. One target is in the retail display business and complements Hopp's business model and the other is a \$8M+ [revenue](#) company in the consumer products space. As the projects develop we will provide updates on the process.

Halitron, Inc. also recently announced that it reported \$724,000 in sales for 2017 and \$407,000 in Q4 2017 alone.

Sales have increased to approximately \$407K in Q4, 2017, which represents 150% over approximately \$163K for Q3 2017. There were no sales for 2016 to compare, as the strategic acquisition is now the foundation for the team to build on.

According to OTC Markets, the current market cap of Halitron, Inc. (OTC Pink: HAON) is approximately \$1.7 million and as such, its shares can have a dramatic upside.

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